

FOUR ARE RESCUED FROM FIRE IN HOME OF MILLIONAIRE

Firemen Risk Lives to Save
Man and Three Women in
Oscar Herrman's House.

Charles F. Murphy, "Big Tom" Foley, Judge Joseph Moss of Special

THE CHARM OF MOTHERHOOD

Enhanced by Perfect Physical Health.

The experience of Motherhood is a trying one to most women and marks distinctly an epoch in their lives. Not one woman in a hundred is prepared or understands how to properly care for herself. Of course, nearly every woman nowadays has medical treatment at such times, but many approach the experience with an organism unfitted for the trial of strength, and when it is over her system has received a shock from which it is hard to recover. Following right upon this comes the nervous strain of caring for the child, and a distinct change in the mother results.

There is nothing more charming than a happy and healthy mother of children, and, indeed, childbirth under the right conditions need be no hazard to health or beauty. The unexplainable thing is that, with all the evidence of shattered nerves and broken health resulting from an unprepared condition, and with ample time in which to prepare, women will persist in going blindly to the trial.

Every woman at this time should rely upon Lydia E. Pinkham's Vegetable Compound, a most valuable tonic and invigorator of the female organism.

In many homes once childless there are now children because of the fact that Lydia E. Pinkham's Vegetable Compound makes women normal, healthy and strong.

If you want special advice write to Lydia E. Pinkham Medicine Co. (confidential), Lynn, Mass. Your letter will be opened, read and answered by a woman and held in strict confidence.—Advt.

The Wanamaker Corset Salons



Under All the Furs and Velvet Is an L. R. Corset

You can't see it, of course. But you know by the chic and charm of the costume that an L. R. formed the foundation.

If women knew how much more depended on their ability to carry a gown than on the gown itself there would be more women interested in corset fashions than gown fashions.

L. R. Corsets are built for
the New Gowns

They are correct in line, enduring in shape, and beautiful in finish.

There are L. R. models to suit every type of figure.

Prices \$1 to \$12.50

Exclusively here.
Third Floor, Old Bldg.

\$1.50 and \$2 Specials for Saturday

The Nemo Thanksgiving special is an excellent corset of really superior quality and line, at \$2.

\$1.50 specials are charming C. B. a la Spirite models, low and medium bust. Some with elastic waist band. Were \$3.

Main Floor, Old Bldg.

The John Wanamaker Store
Broadway at
Ninth Street

Formerly A. T. Stewart & Co.

The John Wanamaker Store

Broadway at Ninth

Only at WANAMAKER'S Could There Be Such a Sale as This

BLOUSES—an Important Item of Saturday's News

The Lower-Price Store has made some unusual purchases—

500 Crepe de Chine Blouses, \$1.85

Two pretty models of crepe de chine which usually go into our \$2.50 blouses. One of white has pleated front and hem-stitched collar; the other in flesh and white is embroidered. (One is pictured.)

300 Middy Blouses, 75c

Duplicates of blouses we have sold this season for \$1 and \$1.50; sailor collars in contrasting colors; some braid trimmed; sizes 36 to 44.

New Silk Blouses at \$2.25

Crepe de chine in flesh and white; collar, front and shoulders trimmed with black stitching. (Pictured.)

New Styles at \$3.25

Tailored model of plaid taffeta; another model of net trimmed with embroidered tinsel, some combined with crepe de chine.

Subway floor, Old Building.



Imported Chiffon Velvets Unusual Sale at \$3.85 Yard

These are the very same qualities we sold earlier for \$6 to \$8 yard. Attractive check and slightly visible plaid effects; brown, dark blue, green, gray, lavender. Ideal for evening wraps and fine dresses for street or afternoon wear; some women will find them useful for trimmings.

Included are also skirt and waist lengths of black and plain-colored chiffon velvets at the same price a yard—\$3.85.

Lower-Price Daylight Silk Store—Subway Aisle, New Building.

Exceptional SUIT News for Boys Saturday

Two manufacturers—prominent contributors to our regular stocks—have made material concessions on these:

109 Long Trouser Suits at \$9

All-wool materials of the same quality as we put into our regular \$15.50 suits. Snuggly tailored mannish models becoming to boys and young men of 15 to 20 years.

Patch pockets, soft rolling lapels; blue serge and mixed chevrons in gray, brown and blue effects; 32 to 38-inch chest.

200 Norfolk Suits at \$5.50

Every suit with two pairs of trousers; every suit with a saving of one dollar. All-wool mixed chevrons in six patterns; sizes 7 to 18 years. Both trousers fully lined; patch pockets, belted.

50 Velveteen Suits, \$5

Our regular \$6.75 grade; junior Norfolk model; black, blue, brown, white pearl buttons and extra white washable collar and cuffs; sizes 4 to 8.

200 Mackinaws, \$5

According to our regular stocks each of these mackinaws is marked at a saving of \$1. Red, gray and brown in variety of plaid effects; sizes 8 to 15 (for boys and girls).

Lower-Price Store for Boys, Subway floor, Old Building.

Trimmed Hats, \$2

Fashionably trimmed velvet hats—black mostly, some with fur, sailors and close-fitting shapes.

Subway floor, Old Building.

Corsets, 75c

"Seconds" of C. B. a la Spirite corsets which we sell regularly (when perfect) for \$1 to \$3.

Subway Aisle, New Building.

Furs

Jap pink pillow muffs, \$11.50, \$14, melon muffs, \$16.50, scarfs, \$6.50, \$8.50.

Gray fox sets, pillow and barrel muffs, \$22.50.

Natural coon pillow muffs, \$9, barrel muffs, \$12; double-fur scarfs, \$7.50, \$9. Subway floor, Old Building.

For Children

Dresses of white lawn, Empire model, sizes 2 to 4; 480 at the special price of \$1.25.

Carriage covers of eiderdown, ribbon-trimmed, \$1 to \$2. Subway floor, Old Building.

Women's Cloth-Top Shoes, \$2.65

These are Wanamaker \$4 shoes in materials and workmanship. We have sold them at this price. Their style—gray or fawn cloth tops combined with patent leather or dull calf—will appeal to women who want comfort and wear in their shoes and do not care to follow and ever-changing shoe fashion.

The Wanamaker Shoe Store ordered more generously than it needed when these shoes were at the height of their fashion. It now has a surplus stock on hand. Their low leather price—\$2.65 pair. Subway floor, Old Building.

6,000 Newly-Made-to-Our-Order Coats, Suits, Dresses and Skirts in Latest Fashion for Young Women

IN LITTLE GRAY SALONS—SIZES 14, 16, 18, 20 YEARS—32 TO 38 BUST.

To be sold, beginning Saturday, simultaneously in our New York and Philadelphia Stores, at remarkably low prices, considering the quality.



Dresses, \$7.75

Dresses, \$15

Dresses, \$18.75

Suits, \$15

Suits, \$16.50

Suits, \$22.50

Skirts, \$2.50, \$3.50

Coats, \$15

Coats, \$16.50

Coats, \$18.75

Coats, \$22.50

Coats, \$25

Coats, \$29.50

Coats, \$38.50

Only at Wanamaker's, for this sale from beginning to end has been carried out in a typically Wanamaker way.

The mere fact that prices are lower than those asked for equal quality anywhere in New York is not the main feature.

The Big Facts Are:

1. Majority of the suits and coats are trimmed with furs, real furs (beaver, nutria, skunk opossum, raccoon, etc.) bought many months ago before the advance in prices. Some of the furs were locked in a trunk to keep them from makers who offered to buy them at an advance. Thick, soft, beautiful, durable pelts, worth from 15 to 50 per cent. more than the day they were bought.

2. Every fabric is selected and bought by us with the help of our fabric expert. Not in job lots of undesirable colors, but in selected fashionable colors for which we paid a higher price by the yard.

This Merchandise Cannot Be Duplicated Today Wholesale at the Prices We Offer It

Everyday Coats, \$15

Two exceptionally well cut models made of beautiful plain or plaid zibeline in navy, black, brown and green. Another fur trimmed.

Street Coats, \$16.50

Charming coats, flaring and belted, made of zibeline. Navy, African brown, green, black or blue mixtures, with standing collar of chinchilla squirrel, natural raccoon or skunk opossum.

Fur Collared Coats, \$18.75

Two distinctive coat fashions of beautiful wool velour zibeline with stunning collars of chinchilla squirrel, skunk opossum, natural raccoon and beaver. Navy, African brown, Russian green, French blue and black.

Top Coats, \$22.50

Very smart coat of wool velour zibeline, half-lined with peau de cygne, sleeve lined and flannel interlined. The chin collar is of natural raccoon, skunk opossum, beaver or chinchilla squirrel. Popular colors.

Afternoon Coats, \$25

Two models in wool velours, youthful and swinging in style. One has the new braided belt in back. Collars of beaver, chinchilla squirrel, skunk opossum, natural raccoon. Lined throughout with peau de cygne and warmly interlined.

Afternoon and Evening Coats, \$29.50

Handsome corduroy coats suitable for evening and afternoon wear in new wide wale. Cleverly gathered into the collar, which is of beaver, natural raccoon, skunk opossum or chinchilla squirrel. In wondrous shades of brown, green, navy, graphite and black. Lined entirely with peau de cygne.

Coats for Every Occasion, \$38.50

Coat of black lustrous seafelt plush which looks like seal. Can be used for any occasion. Collars of beaver and skunk opossum. Sizes 14 to 20 years.

Corduroy Suits, \$15

Russian model in fine corduroy with collar of black opossum. In navy, black, brown and green.

Tailored Suits, \$16.50

All peau de cygne lined and flannel interlined. A poplin suit in a new strictly tailored belted model. Collar trimmed with soft brown nutria fur. Navy, brown, black, green and copenhagen.

Street Suits, \$18.75

Gabardine suits of excellent quality, the copy of a very expensive suit which has fur trimming on the collar, cuffs and foot of coat. Navy, black, green, copenhagen and brown.

Afternoon Suits, \$22.50

Three smart suit fashions made of broadcloth or gabardine, trimmed with fur plush cloth or real furs. Navy, black, brown, green.

Day Dresses, \$7.75

Two frocks of serge and taffeta combination for the school or business girl. Trim and smart and made of good quality materials. Navy, black or brown.

Serge and Taffeta Dresses, \$15

Lovely Russian dress in navy, brown and black serge combined with taffeta, the copy of a very late model.

Afternoon Frocks, \$18.75

Exquisite crepe de chine frocks in a Russian model which is quite the last word. High or low collars. Street and afternoon shades. Sizes 14 to 20.

Notable Facts

Never such materials
Never such furs
Never such linings
Never such tailoring
Never such late styles
Plain Fabrics, good colors

At These

Low Prices

Second floor, Old Building.

Dealers Are Kindly Asked Not to Buy to Sell Again

And---in the Lower Price Fashion Store---Other Purchases for Both Women and Young Women

Coats for Women and Young Women at \$12.50

Our own selected models; imported materials purchased at considerable concessions—mixtures, novelty coatings, melton, wool velours; some with large fur collars.

Coats for Women and Young Women, \$8.50

Fancy boucle; some with plush collar.

Dresses for Women and Young Women, \$10

Few-of-a-style dresses for street, afternoon and evening wear.

Enlarged Lower-Price Fashion Store, Subway floor, Old Building.

The John Wanamaker Store

THE NEW YORK WORLD SETS THE PACE!
The WORLD sells 100,000 copies more in New York City each weekday than any other morning newspaper.